



**Junior
Achievement**
of Wisconsin

Inspiring Tomorrows™



NEWS RELEASE

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Junior Achievement Event Teaches Students How to Run a Virtual Business

Students with the Best Business Performance Won Scholarships

Appleton, Wisconsin – Scholarship season has begun for Junior Achievement of Wisconsin. On Thursday, April 28, 2022, the JA Titan Business Challenge offered scholarships to the winners of a half-day, virtual business strategy tournament for Northeast Wisconsin area high school students.

The stakes were high as student teams competed to run a virtual business simulation. The competition taught students about the decisions needed to develop a successful company and provided the opportunity to practice skills like critical thinking, strategic development, and teamwork. Success depended on decisions the students make about production levels, marketing, product pricing, research & development, and capital improvements. The student teams with the best company performance in the competition won scholarships for post-secondary education.

Schneider National and Miller Electric were title sponsors for the JA Titan Business Challenge. Our other sponsors were Festival Foods, WPS, BankFirst, BMO Harris Bank, The Brian LaViolette Scholarship Fund, U.S. Venture, Miron Construction, Shawano Optimist Club and CoVantage Credit Union.

More than eighty-five students from Appleton North, Fond du Lac, Kimberly, Neenah, Ripon, West De Pere, Ashwaubenon, Manitowoc Lutheran and Shawano High Schools competed in the event. First place winners in the Appleton area were Emma Henselin and Caroline Jia from Appleton North High School. Grant Long and Kaleb Pagel from Fond du Lac High School took second place.

Winners of the JA Titan Business Challenge advance to the virtual state championship on May 12, 2022. The statewide event is sponsored by Acuity Insurance.

About Junior Achievement (JA)

Junior Achievement is the world's largest organization dedicated to providing young people with the skills and confidence to own their economic future and contribute to the economic viability of their families, communities, and country. Junior Achievement programs - in the core pathways of career

readiness, entrepreneurship, and financial literacy - ignite the spark in young people to experience and realize the opportunities and realities of tomorrow's workplace. Over the past 5 years, the twelve area offices of Junior Achievement of Wisconsin have used a dedicated core of more than 8,000 volunteer mentors to serve an average of 141,000 students per year.